

FIG. 1

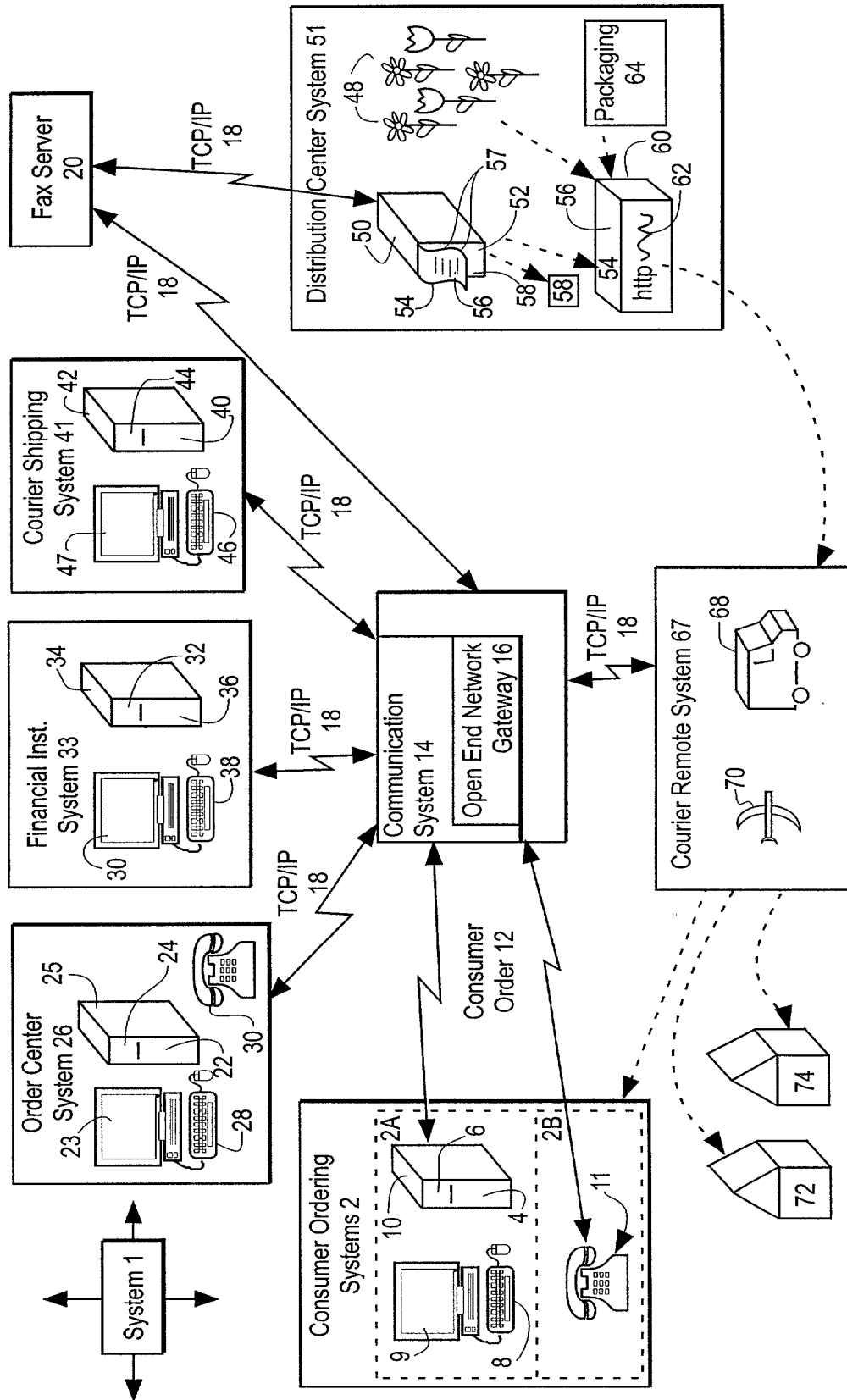
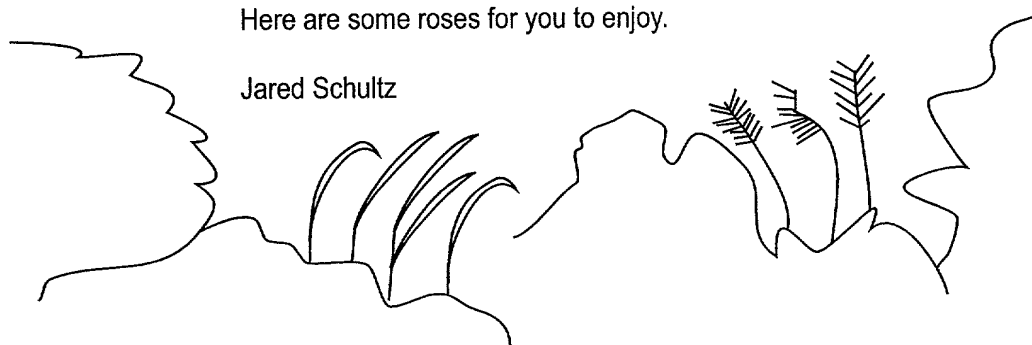


FIG. 2

Order: Blue Irises [20IRIS ST]
 Order Nr: JSCHU8113300 (Sheet 1 of 1)
 Quantity: 1
 Order Date: 23 April, 1998
 Deliver By: 24 April, 1998
 Ship To: Nicholas Rodgers
 Proflowers, Inc.
 8436 S. Yarrow St.
 Littleton, CO 80123 US
 Phone: 303-555-5555

Here are some roses for you to enjoy.

Jared Schultz



SHIPPER'S FEDEX ACCOUNT NUMBER



From: Phone: (303)415-9806

ProFlowers.com
 850 Mitten Rd.

Burlingame, CA 94010
 To: Phone: (303)555-5555
 NICHOLAS RODGERS
 PROFLOWERS, INC.
 8436 S. YARROW ST.

Littleton, CO 80123
 REF:JSCHU8113300 (1 of 1)



DELIVERY ADD K833

TRK # 7900 7883 4884 PRIORITY OVERNIGHT

FORM ID: 0201

DEN

WN BJC

801-CO-US



FedEx

Federal Express

SHIP DATE:23APR98
 MAN WGT:5LBS.
 DIMMED:34X8X6

RELEASE#:
 6208951

FRI
 AI

Deliver by:
 24APR98

102050" 14924860

FIG. 3

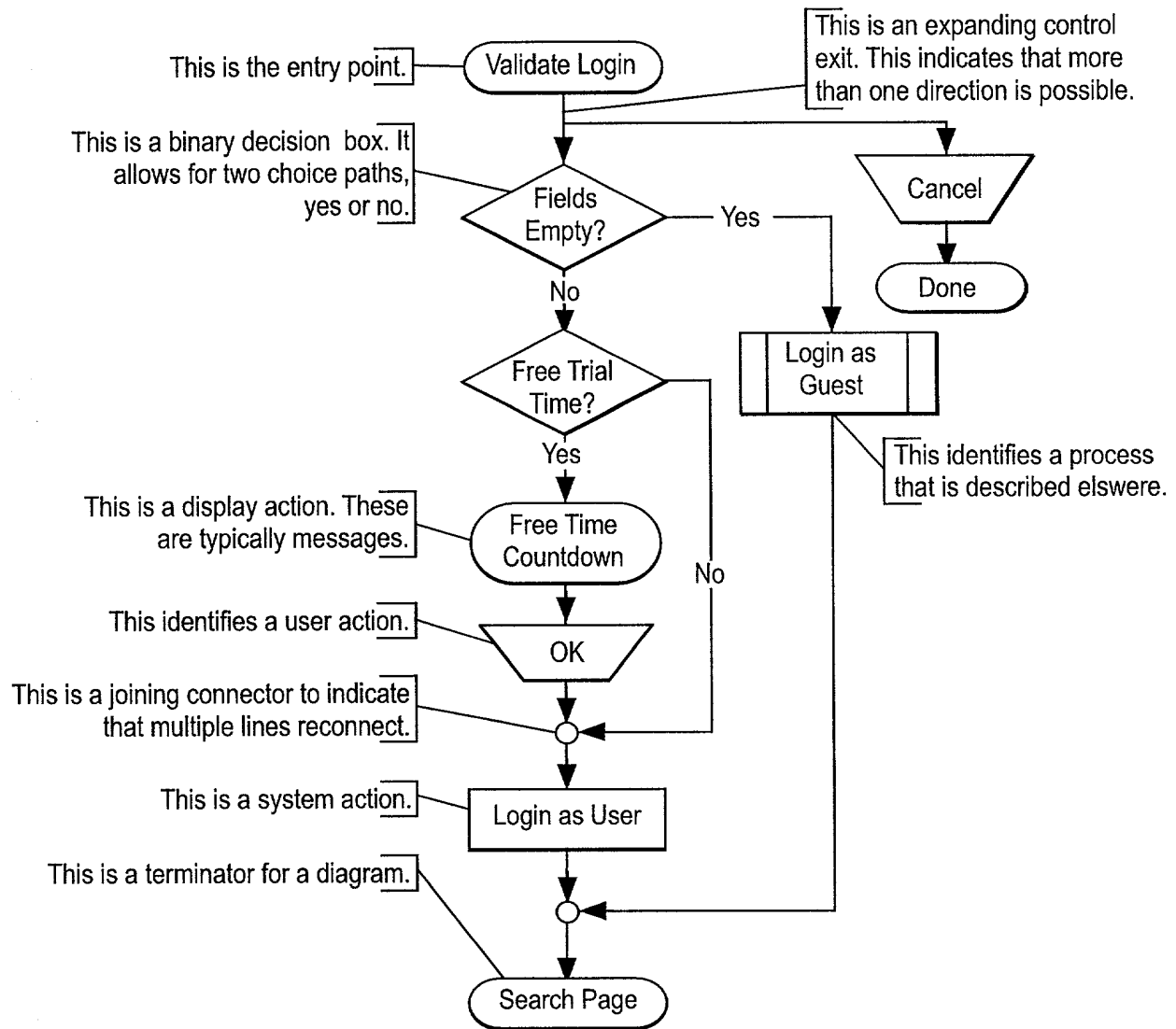


FIG. 4

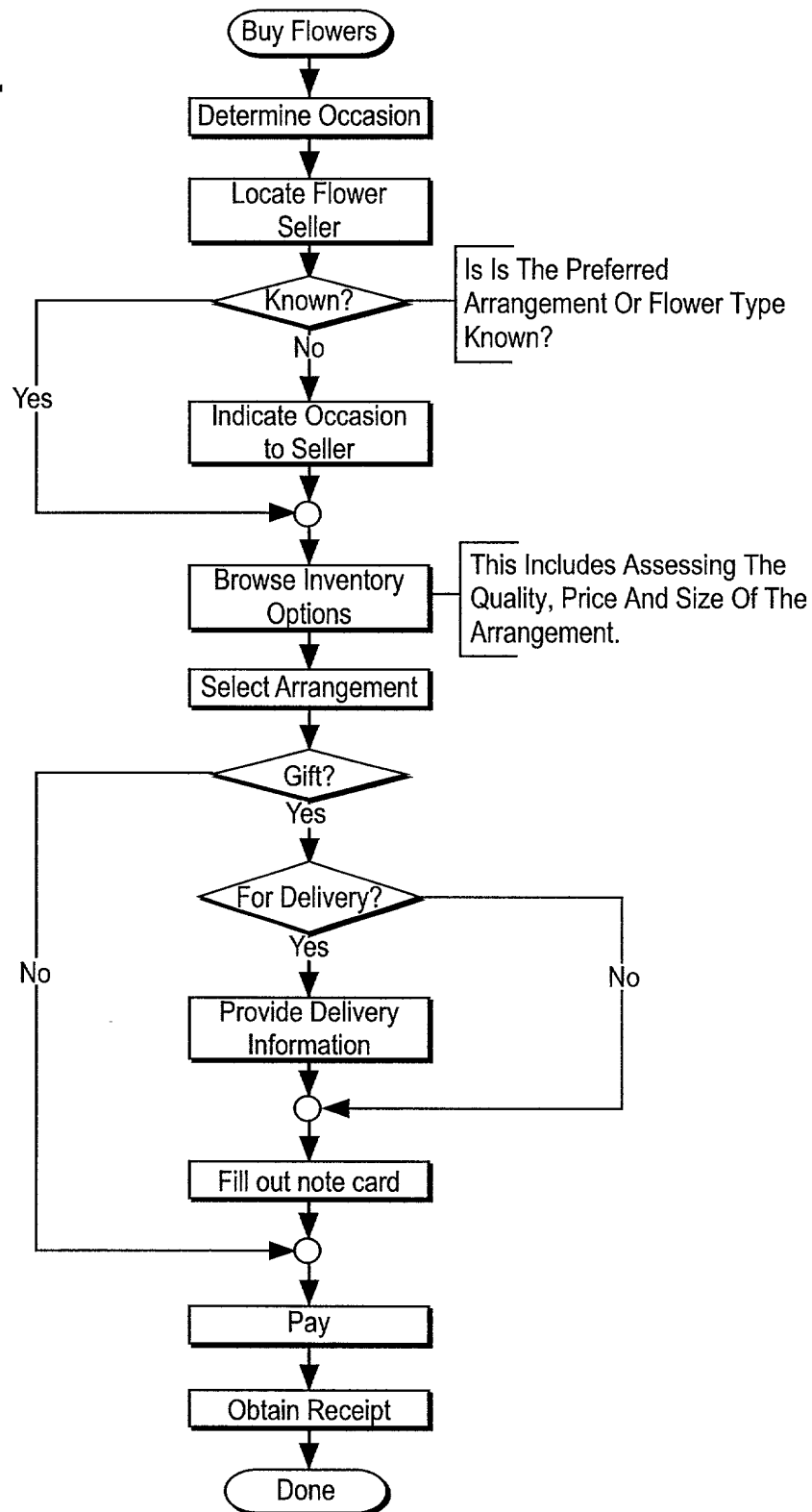


FIG. 5

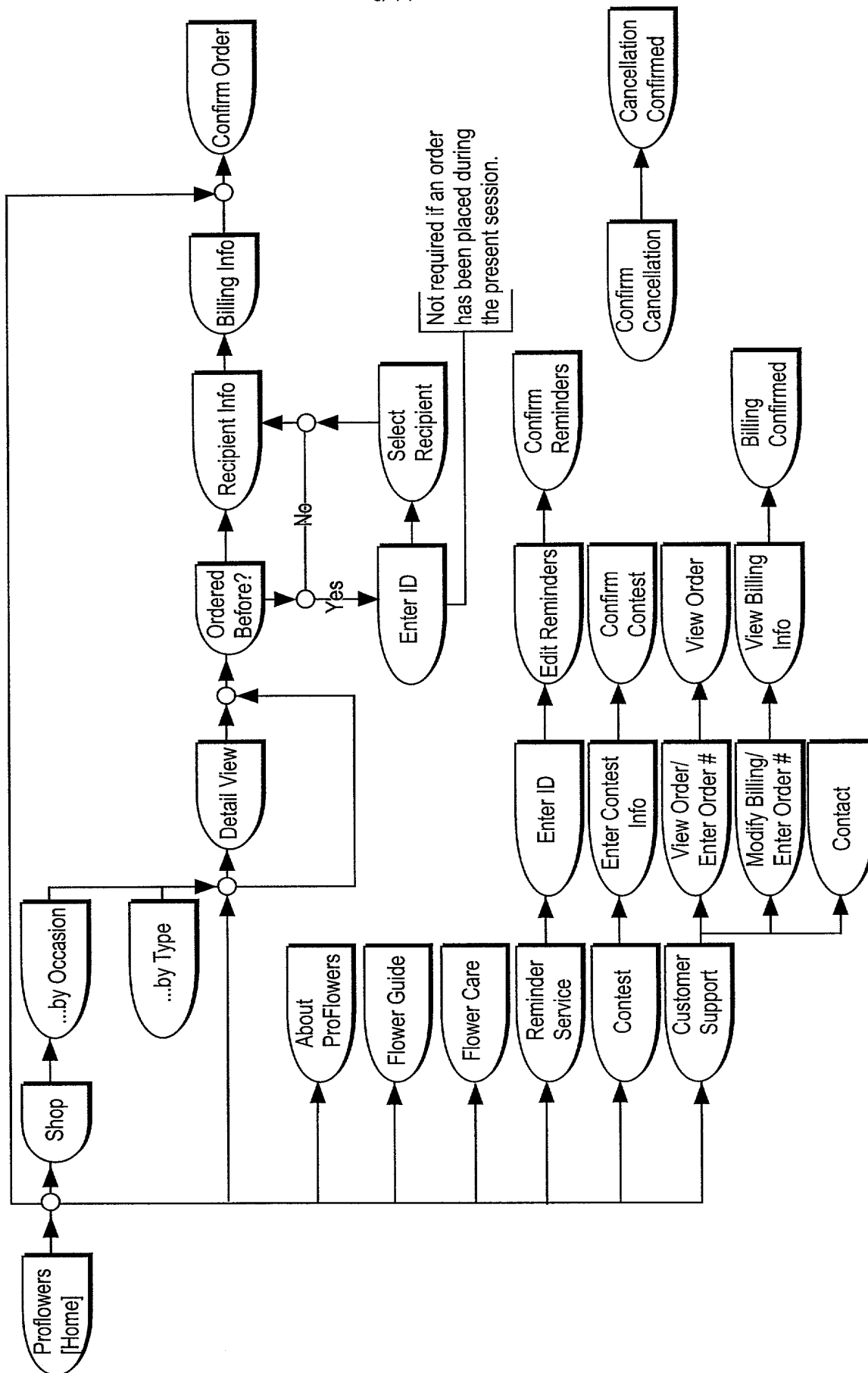


FIG. 6

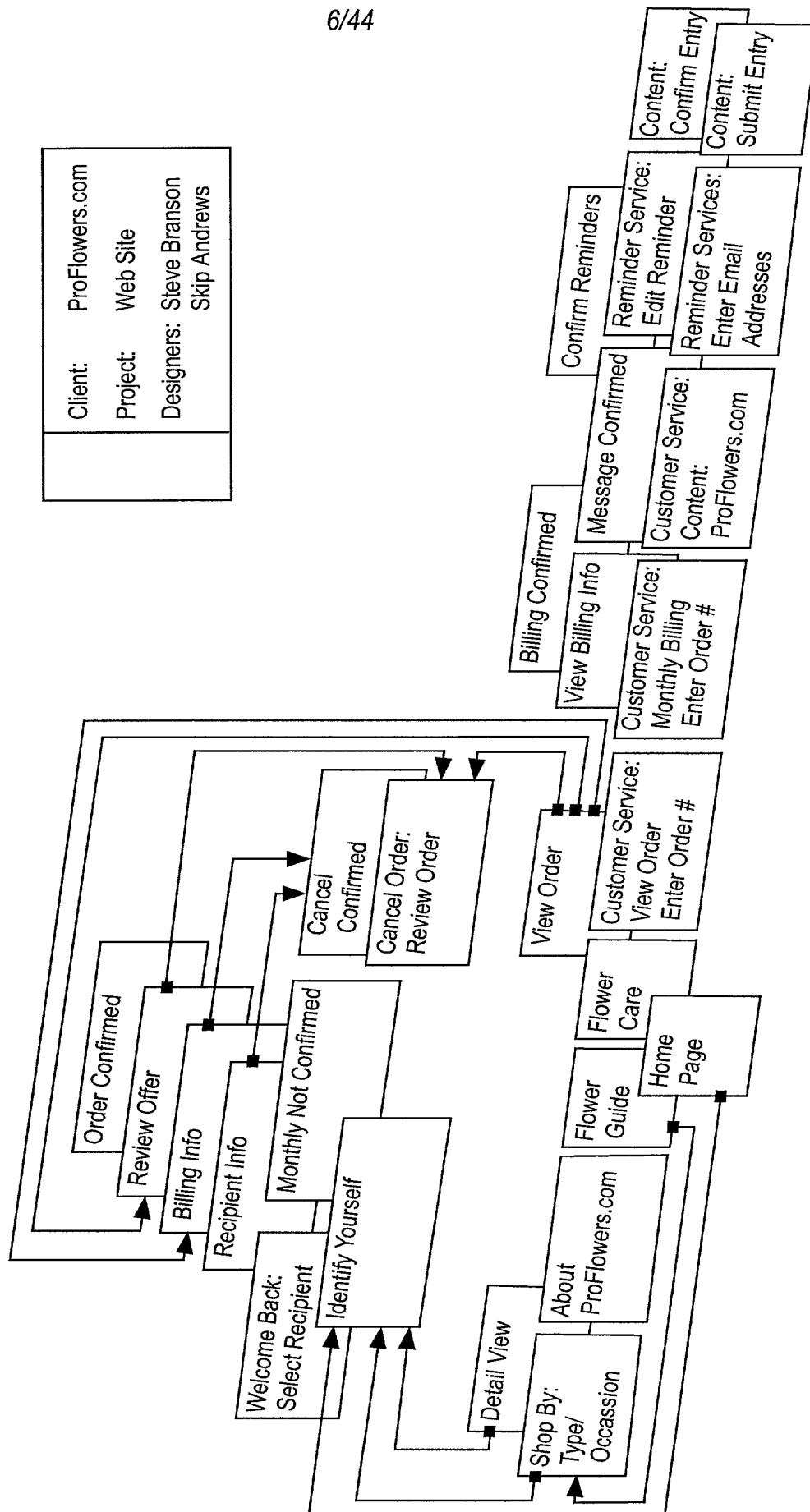


FIG. 7

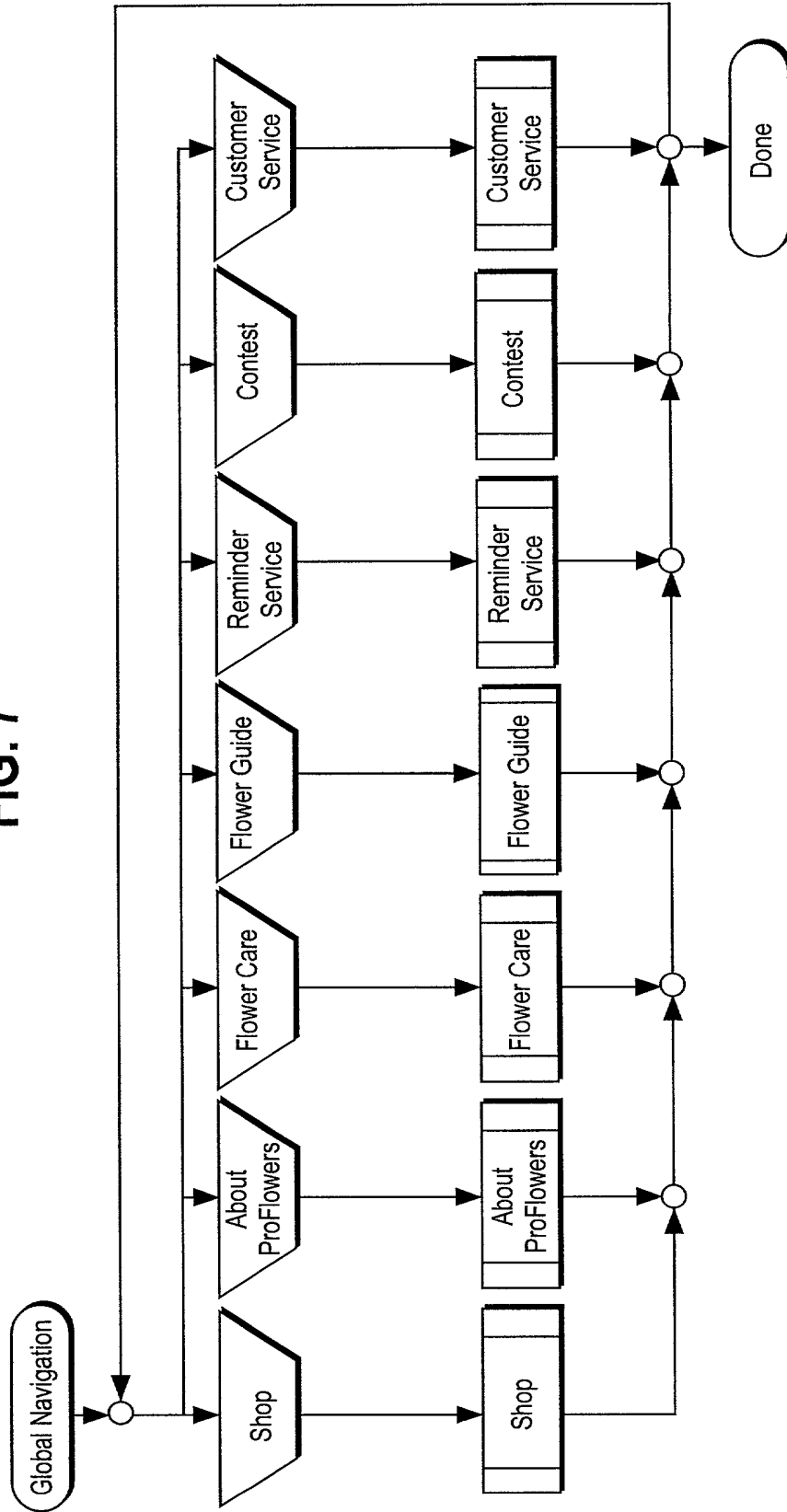


FIG. 8

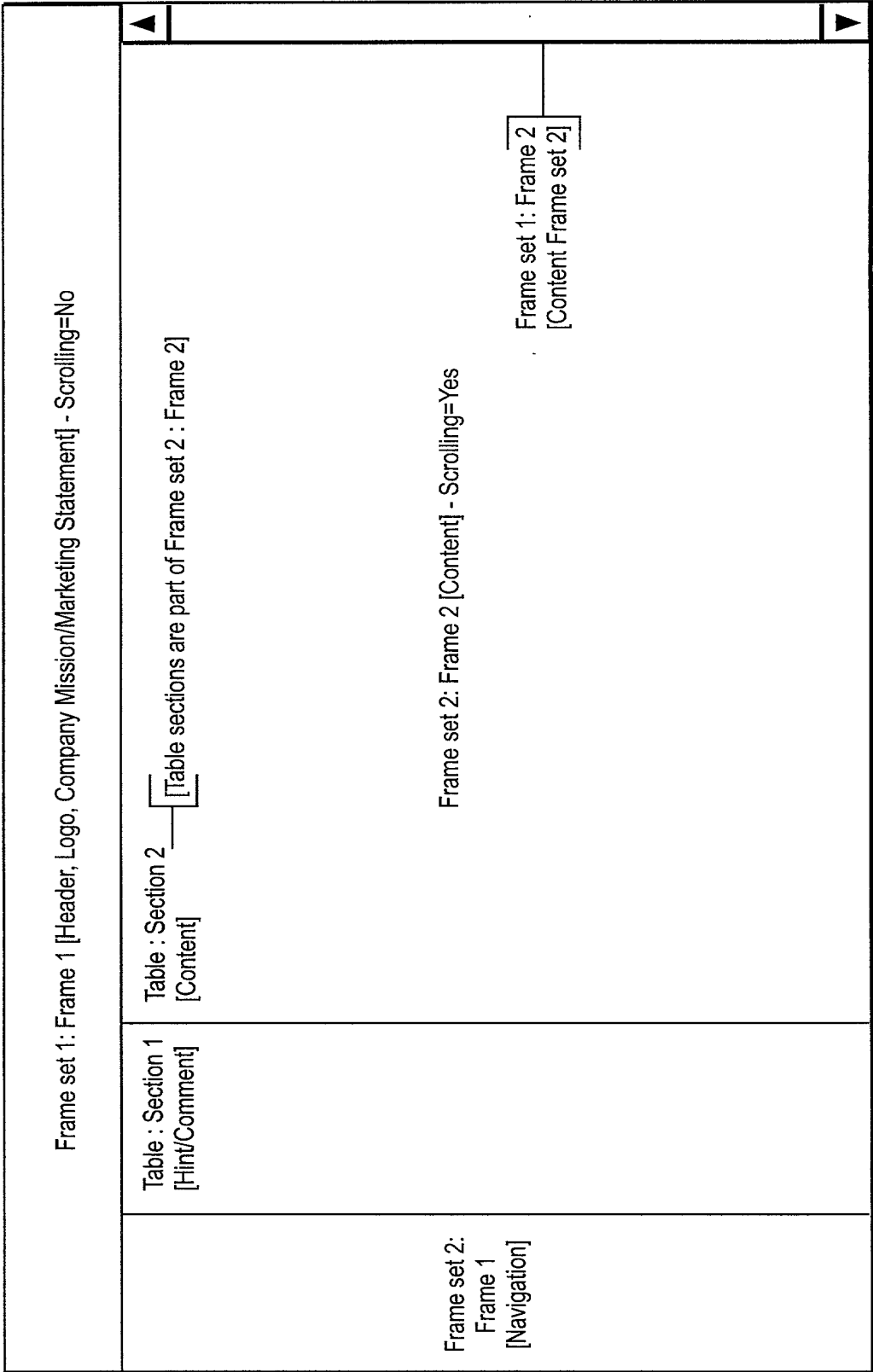


FIG. 10

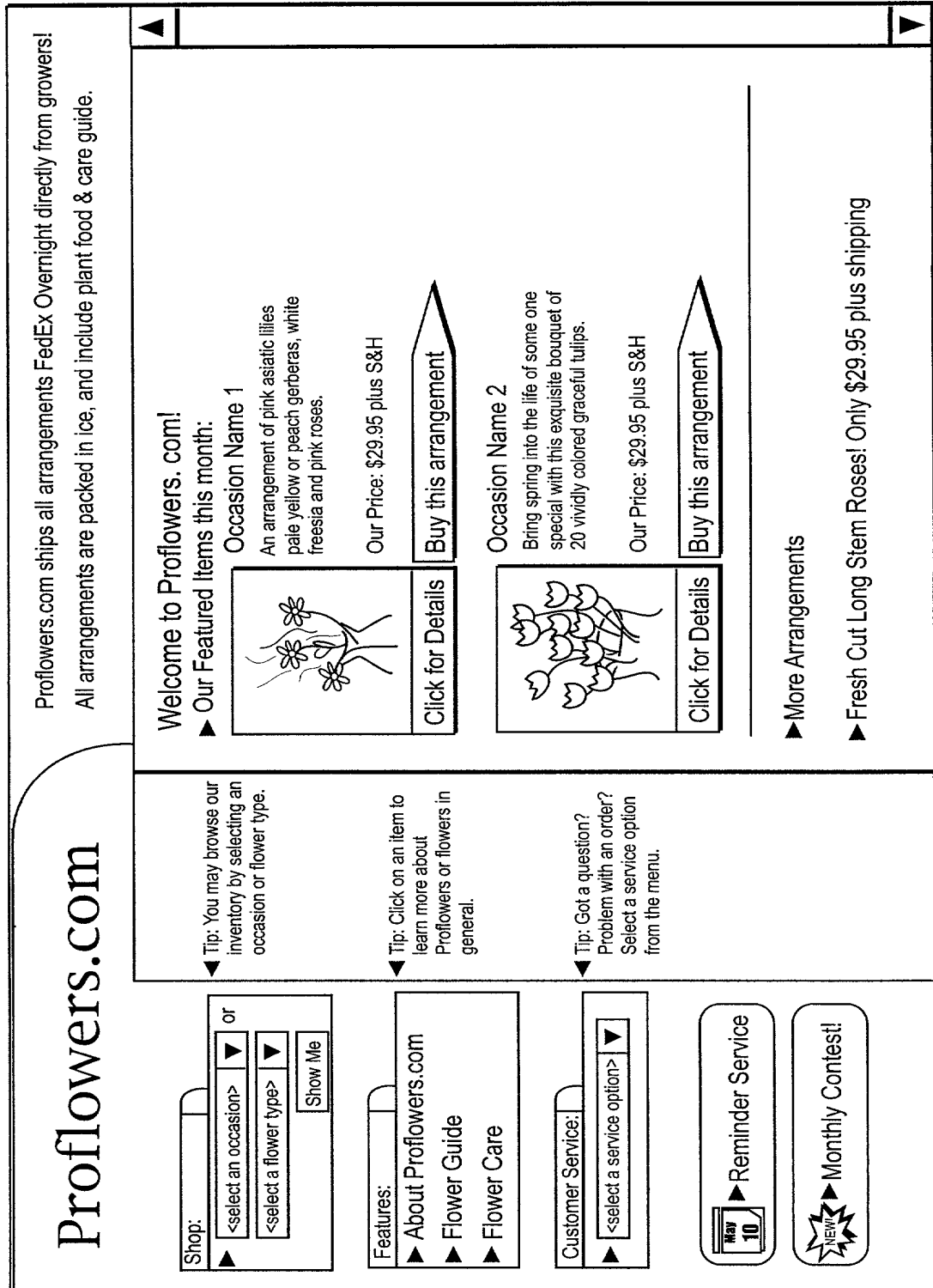
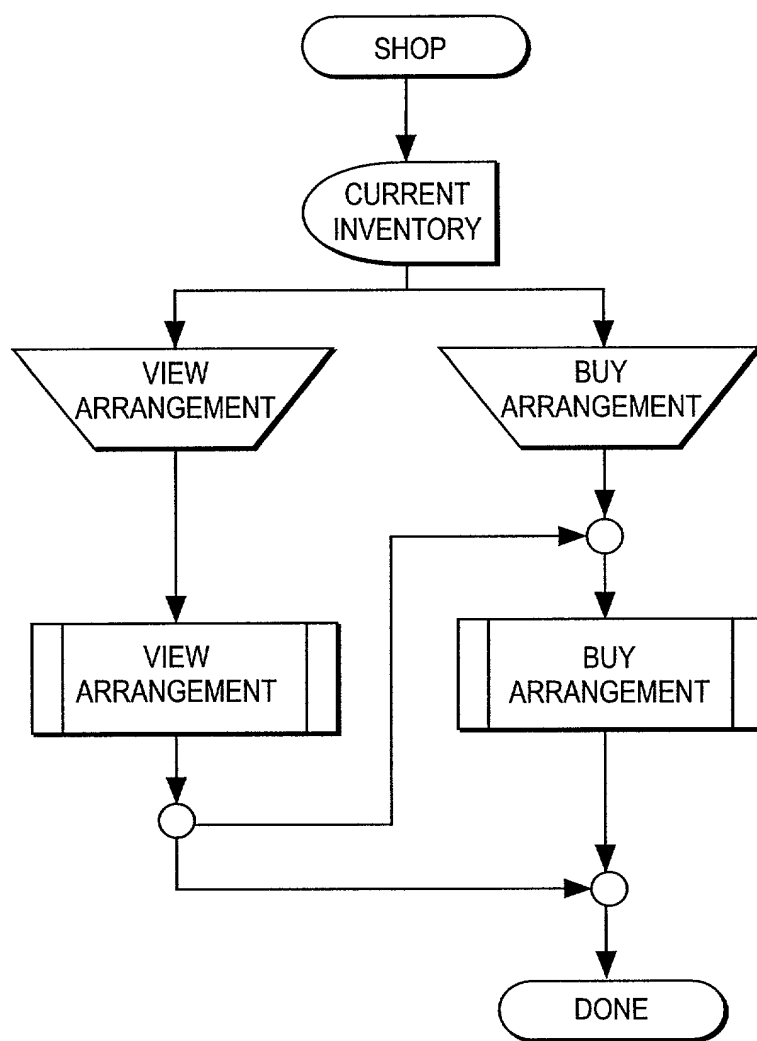
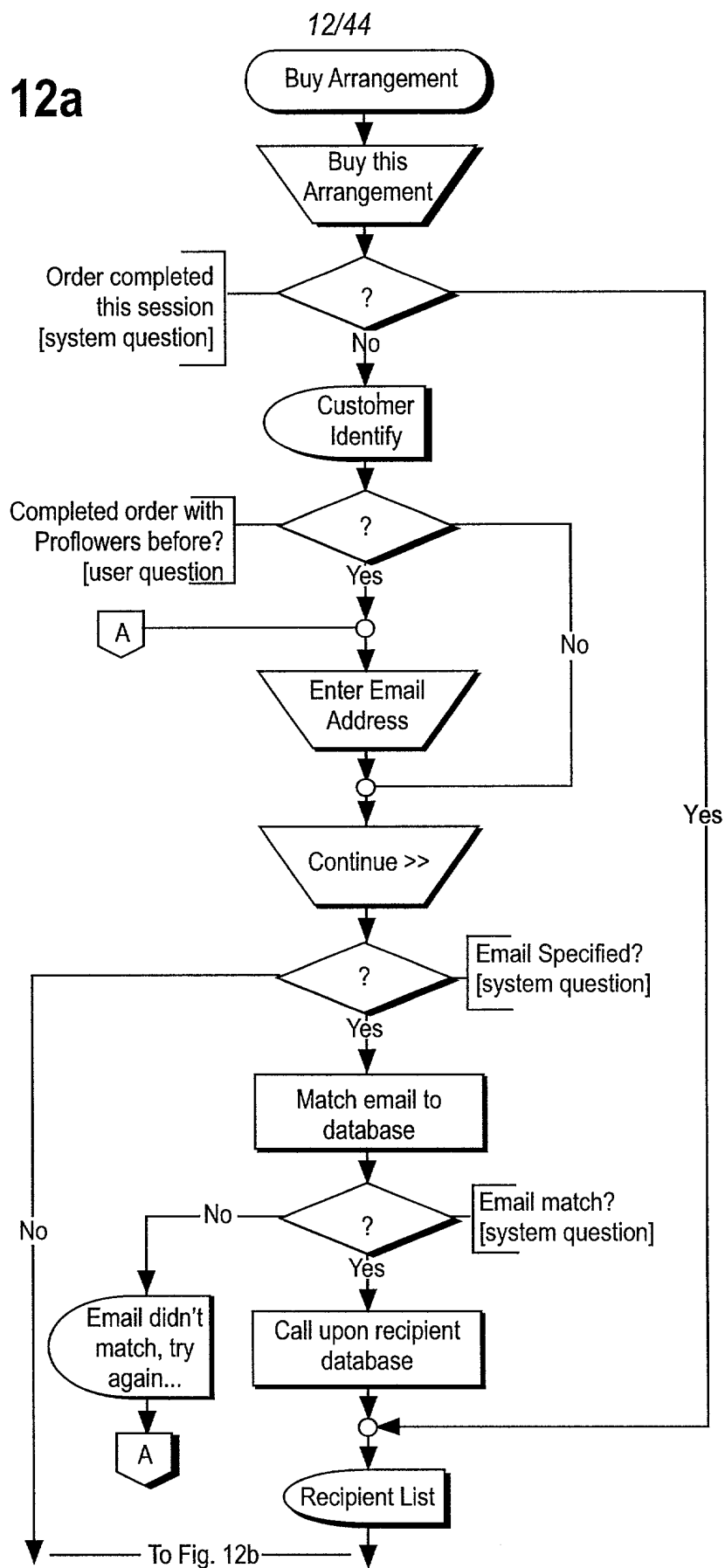


FIG. 11



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FIG. 12a



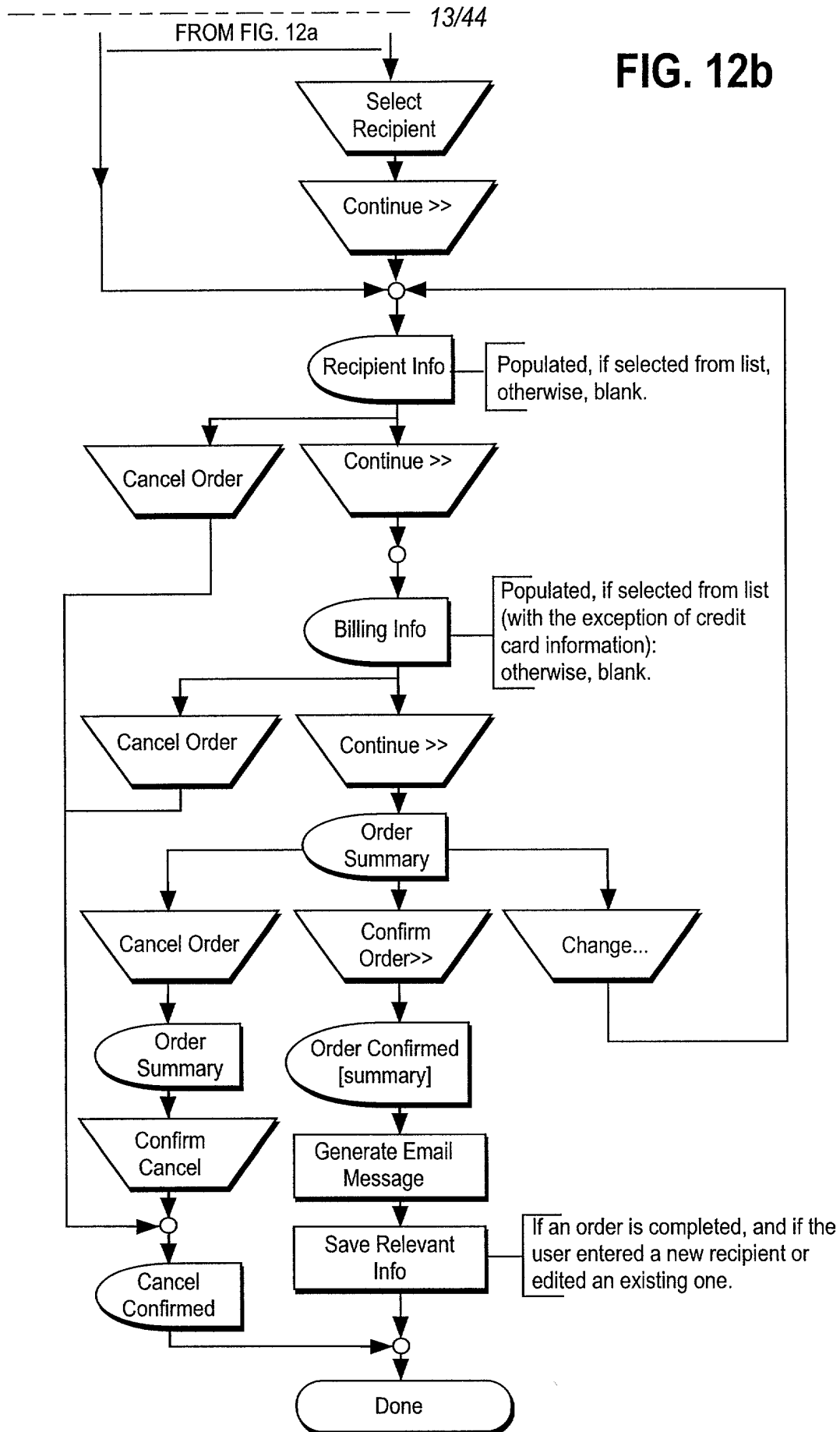


FIG. 13

Proflowers.com

Proflowers.com ships all arrangements FedEx Overnight directly from growers!
All arrangements are packed in ice, and include plant food & care guide.

Shop:
▶ <select an occasion> ▼ or
<select a flower type> ▼
Show Me

Features:
▶ About Proflowers.com
▶ Flower Guide
▶ Flower Care

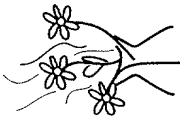
Customer Service:
▶ <select a service option> ▼

May 10
▶ Reminder Service

NEW
▶ Monthly Contest!

Home

▶ Shop by Occasion / Type : Occasion / Type Name



Click for Details

Occasion Name 1

An arrangement of pink asiatic lilies
pale yellow or peach gerberas, white
freesia and pink roses.

Our Price: \$29.95 plus S&H

Buy this arrangement


Click for Details

Occasion Name 2

Bring spring into the life of some one
special with this exquisite bouquet of
20 vividly colored graceful tulips.

Our Price: \$29.95 plus S&H

Buy this arrangement

FIG.15

Proflowers.com

Proflowers.com ships all arrangements FedEx Overnight directly from growers!
All arrangements are packed in ice, and include plant food & care guide.

Shop:

>select an occasion>

or

>select a flower type>

Show Me

Features:

> About Proflowers.com

> Flower Guide

> Flower Care

Customer Service:

>select a service option>

May 10

> Reminder Service

NEW

> Monthly Contest!

Home

Tell us who you are...

> Placed an order before? Enter your email below:

> New Customer? Just leave the space blank and click "Continue>>".

Your email address:

Continue>>

Proflowers.com feels strongly about our user's privacy.

We will not distribute or otherwise make public your email address or other personal information.

FIG.16

Proflowers.com

Shop:

<select an occasion>>

or

<select a flower type>>

Show Me

Features:

> About Proflowers.com

> Flower Guide

> Flower Care

Customer Service:

> <select a service option>>

Reminder Service

NEW! Monthly Contest!

Proflowers.com ships all arrangements FedEx Overnight directly from growers!

All arrangements are packed in ice, and include plant food & care guide.

Home

Whoops!

> We were unable to locate your profile. If you think you might have used another email address, go ahead and enter it now.

Otherwise, just leave the space blank and click "Continue>>".

Your email address:

Continue>>

Proflowers.com feels strongly about our user's privacy.

We will not distribute or otherwise make public your email address or other personal information.

FIG. 17

Proflowers.com

Proflowers.com ships all arrangements FedEx Overnight directly from growers!
All arrangements are packed in ice, and include plant food & care guide.

Shop:

<select an occasion>

or

<select a flower type>

Show Me

Features:

> About Proflowers.com

> Flower Guide

> Flower Care

Customer Service:

> <select a service option>

May 10

> Reminder Service

NEW

> Monthly Contest!

Home

Welcome back, User Name!

You have selected the Arrangement Name for \$29.95 plus S&H

Send this arrangement to: <select a recipient>

Continue>>

> Tip: If you are sending this arrangement to someone new, select "New Recipient".

FIG. 18

Proflowers.com


Proflowers.com ships all arrangements FedEx Overnight directly from growers!
All arrangements are packed in ice, and include plant food & care guide.


Shop: or

Features:

- [About Proflowers.com](#)
- [Flower Guide](#)
- [Flower Care](#)

Customer Service:

 [Reminder Service](#)


 [Monthly Contest!](#)

[Home](#)

Recipient Information (✓) : mandatory fields

► Quantity: arrangement(s) @ \$29.95 ea. plus S&H

► Card Message:



To make sure the card prints correctly, please enter your message on the lines provided. Don't forget to say who it's from!

► Please ship to: Proflowers ships only to the United States, its Territories and Canada.

First Name: ✓

Last Name: ✓

Address 1: ✓

Address 2: ✓

City: ✓

State/Prov.: ✓ Zip/Postal Code: ✓

► Delivery Info:

Deliver On: ✓ ☒ Okay to leave if recipient not present.
Unchecking this option may cause delays leading to decreased freshness and additional service charges.

FIG. 19

Shop:

<select an occasion>

or

<select a flower type>

Show Me

Features:

About Proflowers.com

Flower Guide

Flower Care

Customer Service:

<select a service option>

May 10

Reminder Service

NEW

Monthly Contest!

Home

Billing Information:

(✓) : mandatory fields

Please bill to:

First Name:

Last Name:

Address 1:

Address 2:

City:

State/Prov.:

Zip/Postal Code:

Phone:

Billing Method:

Credit Card:

Cardholder:

Account #:

Exp. Date:

Email Address:

Your Credit Card information is stored on a separate server, and is completely secure.

Your email address will be used to recall your saved profile and to notify you if there are any problems with your order. It cannot be used to access your credit card information.

Please email me about special Proflowers.com offers and specials.

Cancel this Order

Continue>>

Proflowers.com ships all arrangements FedEx Overnight directly from growers!

All arrangements are packed in ice, and include plant food & care guide.

FIG. 20

Proflowers.com

Shop:

<select an occasion>

 or

<select a flower type>

Show Me

Features:

About Proflowers.com

Flower Guide

Flower Care

Customer Service:

<select a service option>

May 10

Reminder Service

NEW!

Monthly Contest!

Proflowers.com ships all arrangements FedEx Overnight directly from growers!

All arrangements are packed in ice, and include plant food & care guide.

Home

Review your order:

Please take a moment to review your order.

If the information is correct, click "Confirm Order>>" to complete your order.

Item:	Quantity:	Price:	Shipping:	Total:
Item Name	1	\$29.95	\$4.95	\$34.80

Ship to:

Card Message:

Delivery Date:

Recipient Name

Happy Holidays

1234 Main St.

Anytown, CA 90001

Sincerely, Sender

Change...

Bill to:

Recipient Name

1234 Main St.

Anytown, CA 90001

Change...

Cancel this Order

Continue>>

FIG. 21

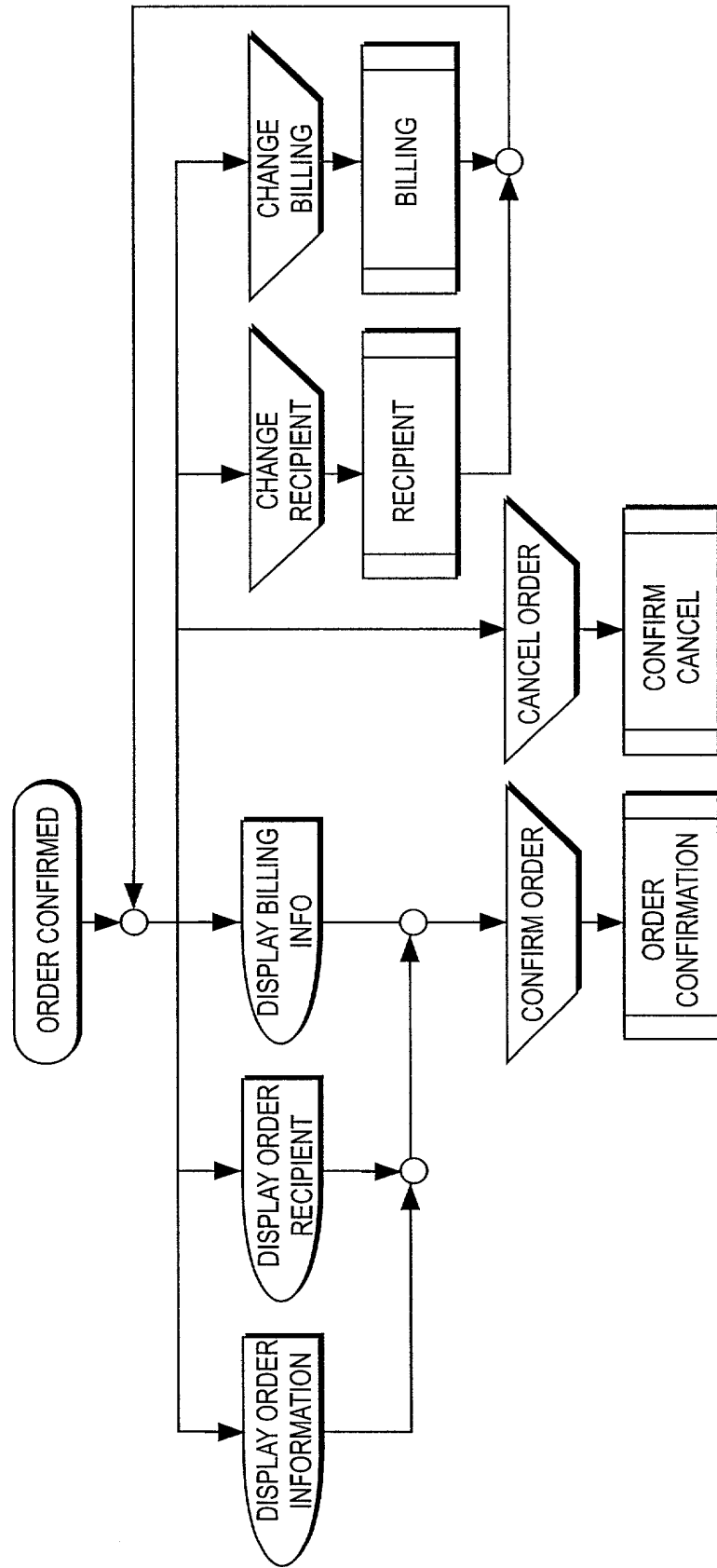


FIG.22

Proflowers.com

Proflowers.com ships all arrangements FedEx Overnight directly from growers!
All arrangements are packed in ice, and include plant food & care guide.

Shop:

<select an occasion> or

<select a flower type>

Show Me

Features:

About Proflowers.com

Flower Guide

Flower Care

Customer Service:

<select a service option>

May 10

Reminder Service

NEW

Monthly Contest!

Home

Order Confirmed:
Please print this page and keep it for your records.
You may track or review this order at a later time by selecting "View Order" from the Customer Support menu.

Order Number:
USERN898300

Item:	Quantity:	Price:	Shipping:	Total:
Item Name	1	\$29.95	\$4.95	\$34.80

Ship to:

Card Message:

Delivery Date:

Recipient Name
1234 Main St.
Anytown, CA 90001

Sincerely, Sender

Bill to:
Recipient Name
1234 Main St.
Anytown, CA 90001

Done

Place Another Order

FIG. 25

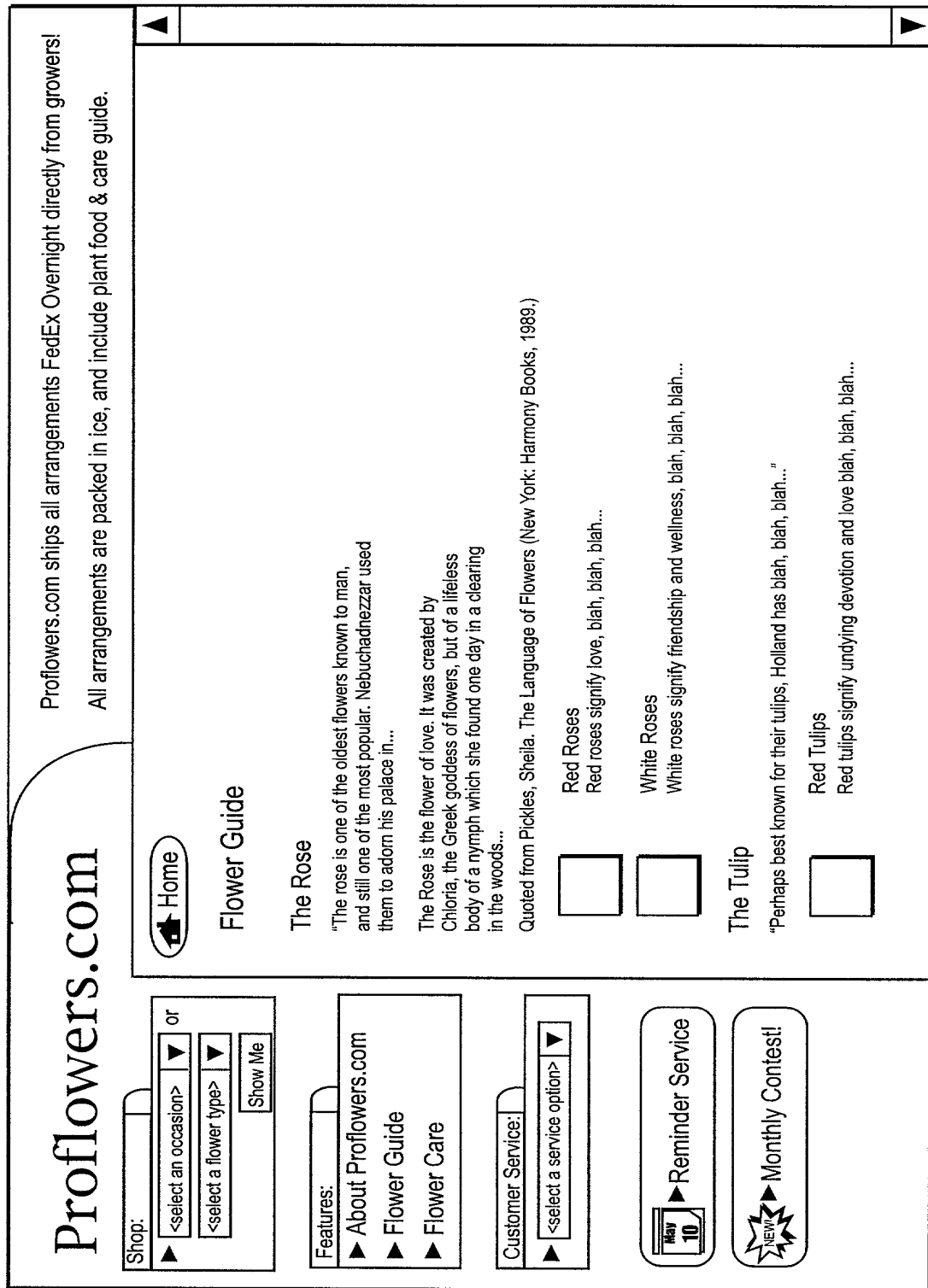


FIG. 26

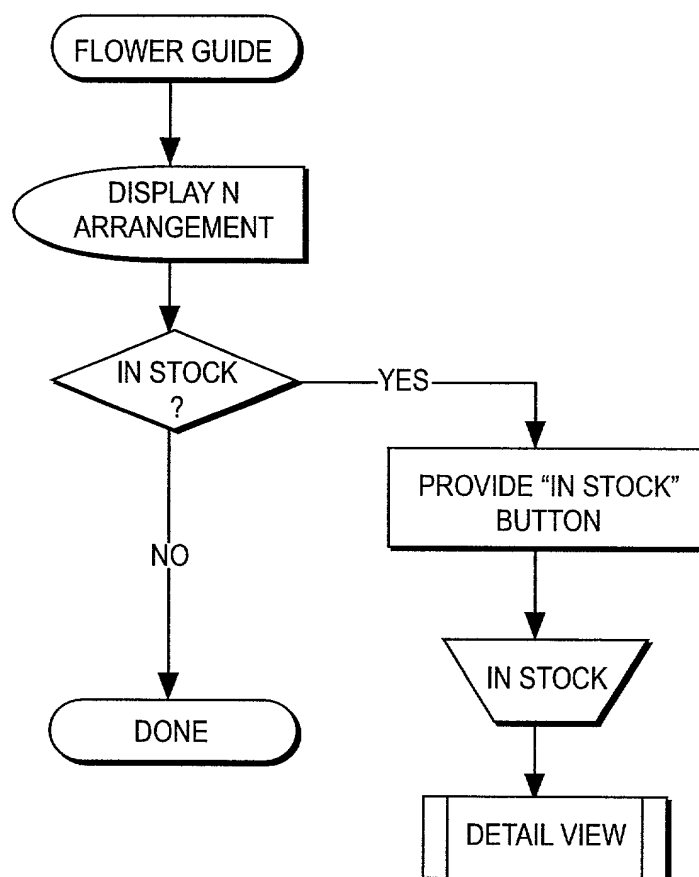


FIG. 27

Proflowers.com

Shop:

<select an occasion>

or

<select a flower type>

Show Me

Features:

> About Proflowers.com

> Flower Guide

> Flower Care

Customer Service:

> <select a service option>

May 10

> Reminder Service

NEW

> Monthly Contest!

Proflowers.com ships all arrangements FedEx Overnight directly from growers!

All arrangements are packed in ice, and include plant food & care guide.

Home

> Customer Service : View Order

If you wish to check on your order's status or change any information, enter the Order Number below.

Your Order Number:

Continue>>

Remember, credit card information cannot be accessed from this web site.

Please leave the credit card information blank if you do not want to change the card to be billed.

FIG. 28

Shop:

>select an occasion>

or

>select a flower type>

Show Me

Features:

> About Proflowers.com

> Flower Guide

> Flower Care

Customer Service:

>select a service option>

May 10

> Reminder Service

NEW!

> Monthly Contest!

Proflowers.com

Proflowers.com ships all arrangements FedEx Overnight directly from growers!

All arrangements are packed in ice, and include plant food & care guide.

Home

Customer Service : View Order

Order Number:

USERN898300

Order Status:

Has not shipped

Item:

Quantity:

Price:

Shipping:

Total:

Item Name

1

\$29.95

\$4.95

\$34.80

Ship to:

Card Message:

Delivery Date:

Happy Holidays

4/20/98

Change...

Recipient Name

1234 Main St.

Anytown, CA 90001

Sincerely, Sender

Bill to:

Recipient Name

1234 Main St.

Anytown, CA 90001

Change...

Cancel Order

Done Viewing Order

FIG. 29

Proflowers.com

Shop:

<select an occasion>

 or

<select a flower type>

Show Me

Features:

▶ About Proflowers.com

▶ Flower Guide

▶ Flower Care

Customer Service:

<select a service option>

May 10

▶ Reminder Service

NEW!

▶ Monthly Contest!

Proflowers.com ships all arrangements FedEx Overnight directly from growers!

All arrangements are packed in ice, and include plant food & care guide.

Home

Cancel Order:

▶ Please review your order and verify that you wish to Cancel this Order:

Order Number:

USERN898300

Order Status:

Has not shipped

Item:	Quantity:	Price:	Shipping:	Total:
Item Name	1	\$29.95	\$4.95	\$34.80

Ship to:

Card Message:

Recipient Name

Happy Holidays

1234 Main St.

Anytown, CA 90001

Sincerely, Sender

Delivery Date:

4/20/98

Bill to:

Recipient Name

1234 Main St.

Anytown, CA 90001

Don't Cancel Order

Cancel this Order

FIG. 30

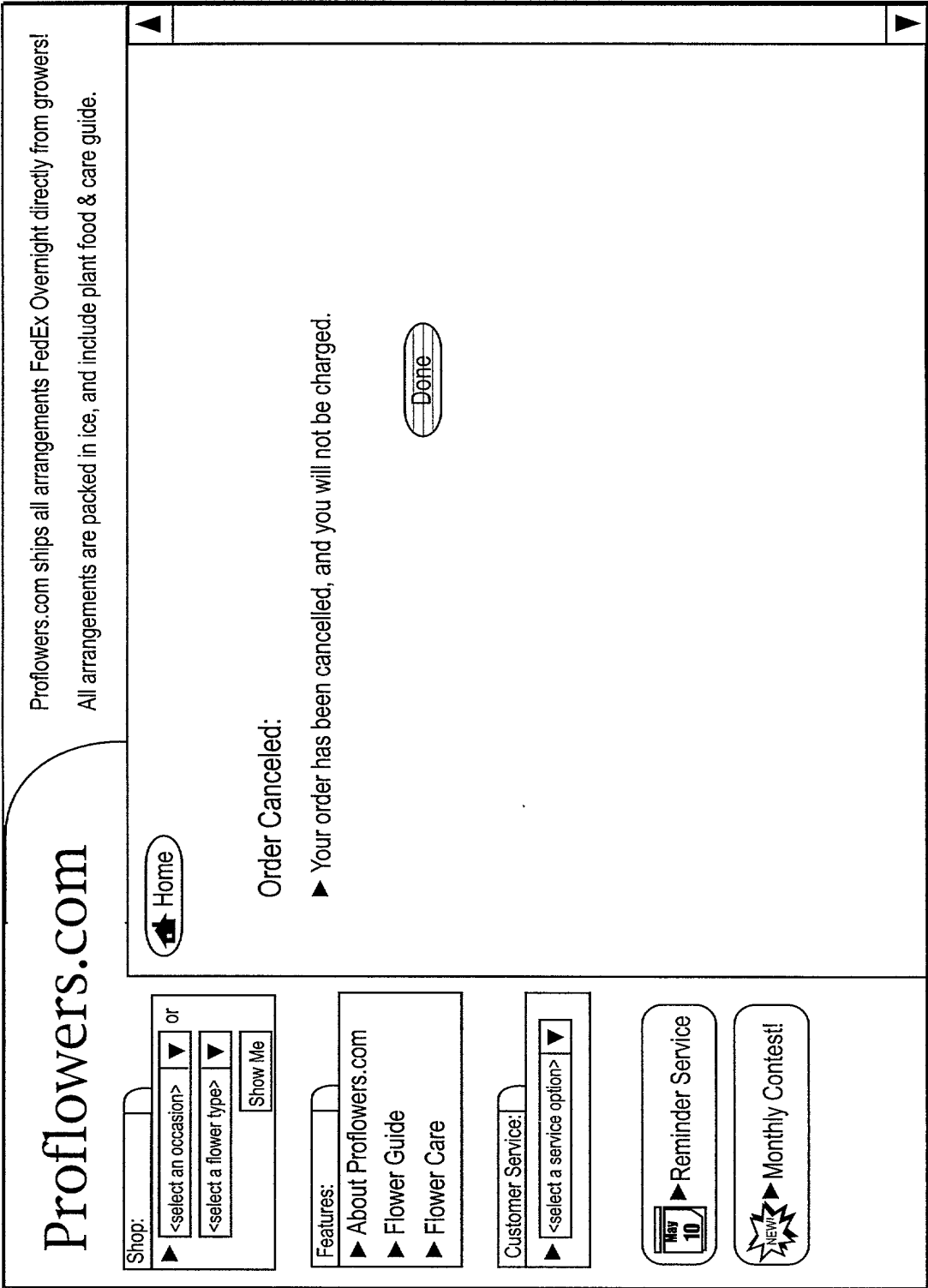


FIG. 32

Proflowers.com

Proflowers.com ships all arrangements FedEx Overnight directly from growers!
All arrangements are packed in ice, and include plant food & care guide.

Shop:

<select an occasion> ▼ or <select a flower type> ▼

Show Me

Features:

> About Proflowers.com

> Flower Guide> Flower Care

Customer Service:

> <select a service option> ▼

> Reminder Service

> Monthly Contest!

Home

Modify Billing Information: (✓) : mandatory fields

> Please bill to:
Verify that your billing information is correct:

First Name: ✓
Last Name: ✓
Address 1: ✓
Address 2: ✓
City: ✓
State/Prov.: ST ▼ ✓ Zip/Postal Code: 92001 ✓
Phone: ✓

> Billing Method:
If you received a notice that your card has been declined, enter new card information here:

Credit Card: <select card> ▼ ✓ Exp. Date: (mm/yy) ✓
Cardholder: ✓
Account #: ✓
Your Credit Card information is stored on a separate server, and is completely secure.

Cancel this Order

Continue>>

FIG. 33

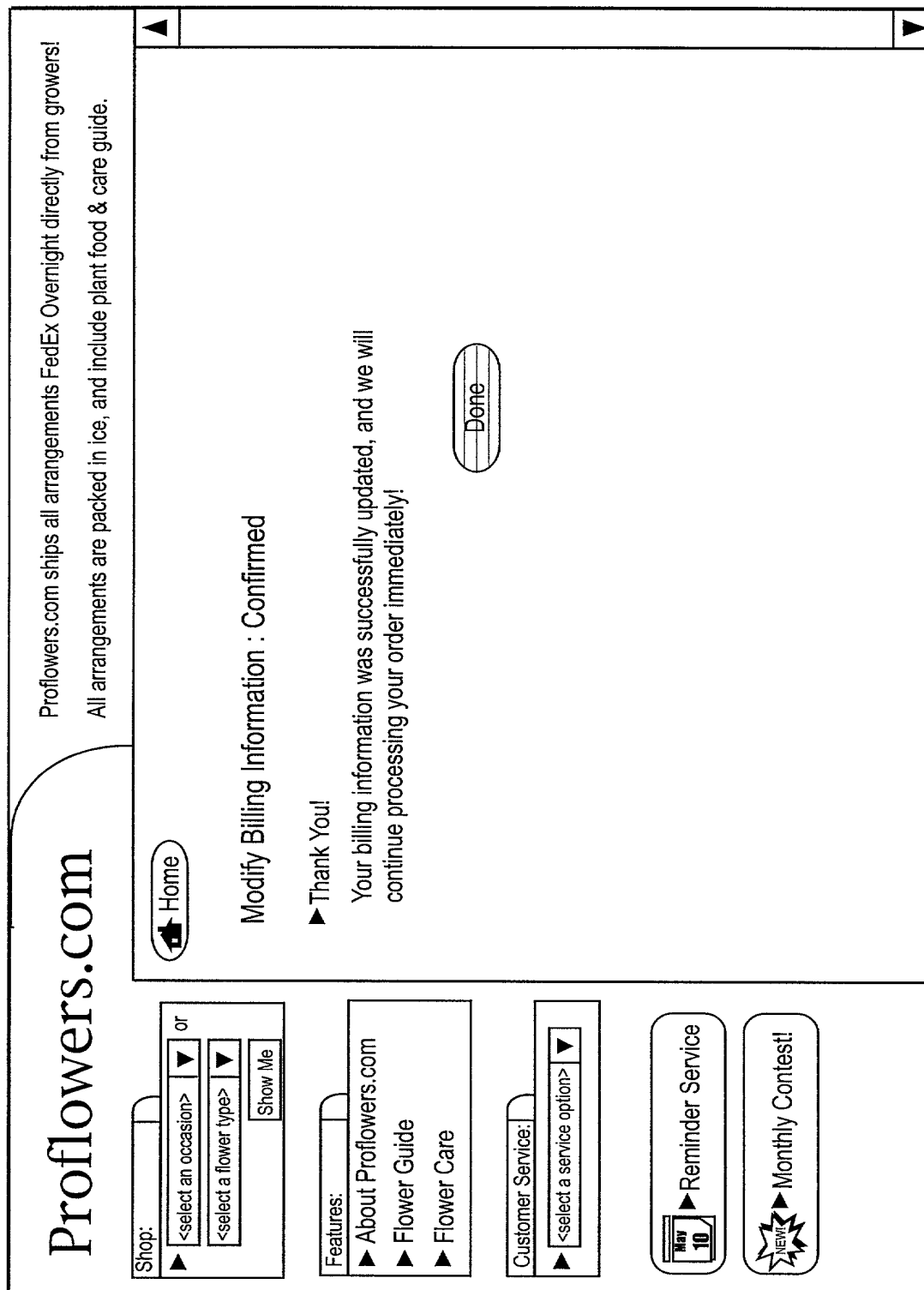


FIG. 34

Proflowers.com

Shop:

<select an occasion>

<select a flower type>

Show Me

Features:

About Proflowers.com

Flower Guide

Flower Care

Customer Service:

<select a service option>

May 10

Reminder Service

NEW!

Monthly Contest!

Proflowers.com ships all arrangements FedEx Overnight directly from growers!
All arrangements are packed in ice, and include plant food & care guide.

Home

> Customer Service : Contact Proflowers.com

Proflowers, Inc.
2888 Bluff Street, Ste. 116
Boulder, CO 80301

> Got a question or complaint?
Just fill out the form below, and we'll get right back to you!

> Want to modify or cancel an order?
Select "View Order" from the Customer Service Menu.

Your Email:

✓

If this id regarding a specific order, enter the order number here:

Order #:

✓

Message:

✓

Cancel Message

Send Message

35/44

FIG. 35

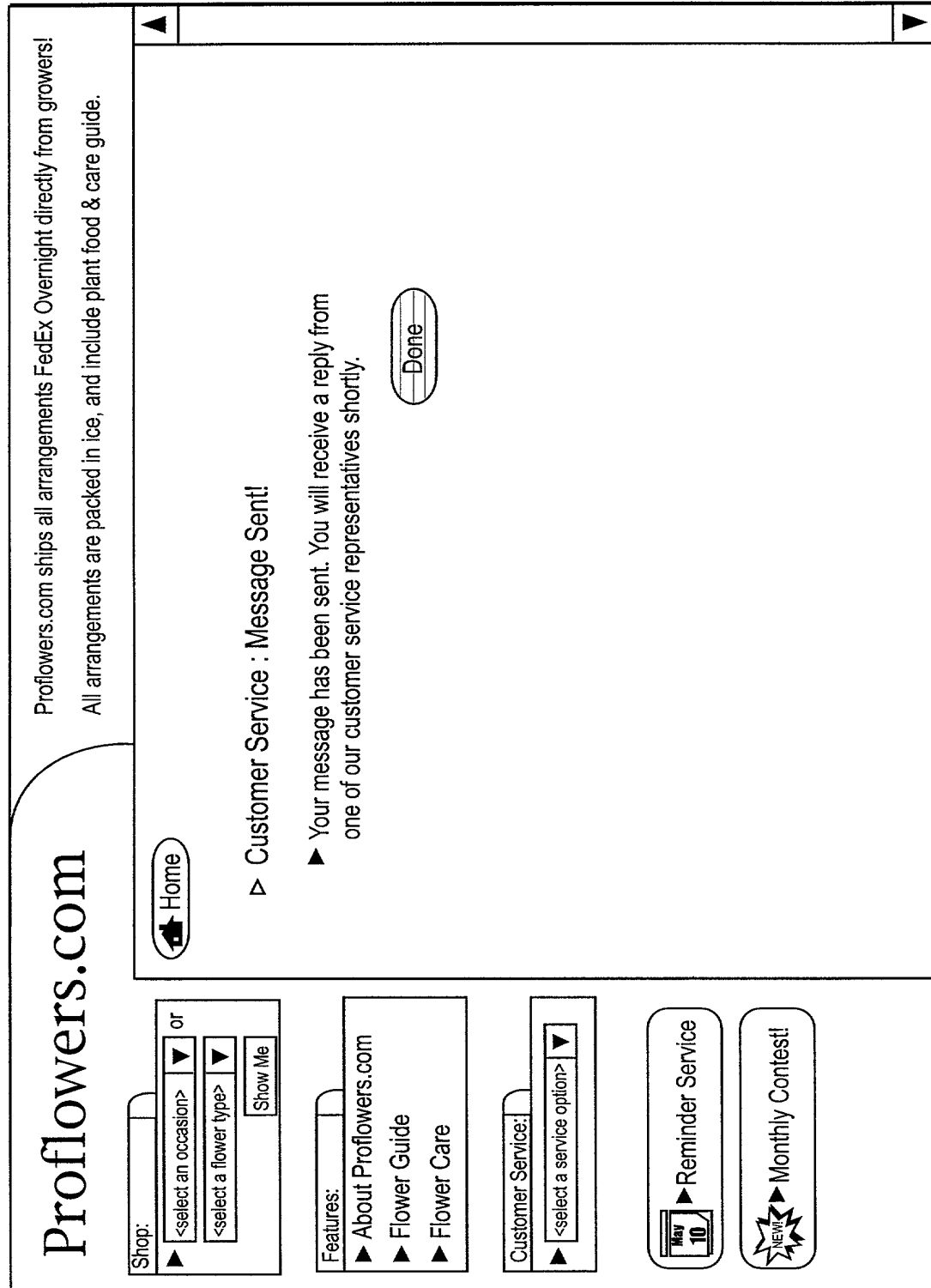


FIG. 36

Proflowers.com

Shop:

<select an occasion>

▼

or<select a flower type>

▼

Show Me

Features:

► About Proflowers.com

► Flower Guide

► Flower Care

Customer Service:

<select a service option>

▼

► Reminder Service

► Monthly Contest!

Proflowers.com ships all arrangements FedEx Overnight directly from growers!
All arrangements are packed in ice, and include plant food & care guide.

Home

► Reminder Service

Never miss another important flower day!

Register with our Reminder Service, and receive reminders and special offers via email! Just type in your email address below...

Your email address:

Continue>>

► Tip: if you've already registered with the Reminder Service, enter your email address to view and edit your reminders!

Proflowers.com feels strongly about our user's privacy.
We will not distribute or otherwise make public your email address or other personal information.

FIG. 37

Proflowers.com

Proflowers.com ships all arrangements FedEx Overnight directly from growers!
All arrangements are packed in ice, and include plant food & care guide.

Shop:

<select an occasion> ▼ or
<select a flower type> ▼
Show Me

Features:

► About Proflowers.com
► Flower Guide
► Flower Care

Customer Service:

<select a service option> ▼

May 10

► Reminder Service

NEW!

► Monthly Contest!

Home

► Reminder Service

Your Email:

► Reminders

Your reminder will appear in your email 2 weeks before the specified date.

► Tip: Is it a holiday? Just enter the holiday name and we'll do the rest! (Example: Mother's Day)

Occasion:

Mother's Day

mm / dd

05 / 10

/

/

/

/

/

/

/

Cancel

Save Reminders

FIG. 38

Proflowers.com

Shop:

<select an occasion>

or

<select a flower type>

Show Me

Features:

> About Proflowers.com

> Flower Guide

> Flower Care

Customer Service:

> <select a service option>

May 10

> Reminder Service

NEW

> Monthly Contest!

Home

Proflowers.com ships all arrangements FedEx Overnight directly from growers!
All arrangements are packed in ice, and include plant food & care guide.

> Reminder Service : Confirmed!

Your Email: your-email@domain.com

> Reminders:

Your reminder will appear in your email 2 weeks before the specified date.

Occasion:

Mother's Day
Spouse's Birthday

mm / dd
05 / 10
08 / 29

Done

FIG. 39

Shop:

<select an occasion>

or

<select a flower type>

Show Me

Features:

About Proflowers.com

Flower Guide

Flower Care

Customer Service:

<select a service option>

May 10

Reminder Service

NEW!

Monthly Contest!

Proflowers.com

Proflowers.com ships all arrangements FedEx Overnight directly from growers!

All arrangements are packed in ice, and include plant food & care guide.

Home

Monthly Contest

FREE ROSES FOR MOTHER'S DAY

Submit a brief story to us (no longer than one paragraph) about how flowers have made a positive impact in your life. If we choose to use your story, we will supply you with a dozen, high-quality, long-stemmed roses for delivery anywhere in the United States at no charge.

Entry Form:

(✓) : mandatory fields

First Name:

Last Name:

Email Address:

Phone:

Your Story:

Submit Entry

FIG. 40

Proflowers.com

Proflowers.com ships all arrangements FedEx Overnight directly from growers!
All arrangements are packed in ice, and include plant food & care guide.

Shop:

>

<select an occasion>

>

or

>

<select a flower type>

>

Show Me

Features:

>

About Proflowers.com

>

Flower Guide

>

Flower Care

Customer Service:

>

<select a service option>

>

NEW 10

>Reminder Service

NEW!

>Monthly Contest!

Home

> Monthly Contest : Entry Confirmed!

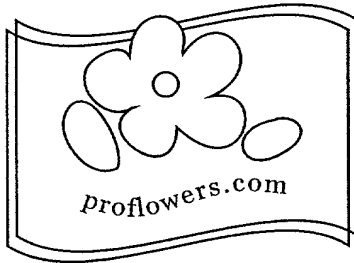
Thank you for your contest entry.
We will contact you if you are a winner!

First Name:
Last Name:
Email Address:
Phone:
Your Story:

Done

FIG. 41

AFFILIATES PROGRAM

<http://www.proflowers.com/cfm/affiliates.cfm/>

affiliates program





Join the Proflowers Affiliates Program

Earn commissions of between 7% and 10%!

Select an Occasion	▼
Select a Flower Type	▼
More Arrangements...	▼

Show Me!

-  Home
-  About Us
-  Flower Guide
-  Flower Care
-  Shipping Info
-  Reminder Service
-  Customer Service
-  Monthly Contest
-  Track/Modify Order
-  How to Order



-  Customer Survey

Chocolates	▼
------------	---

vote

results

Flowers are a wonderful way to mark a special occasion or holiday and to say "I love you," "Congratulations," "Get Well," "Happy Birthday," "Happy Anniversary," or "Keep up the good work!" Flowers are also a big business. In 1996, American consumers purchased almost \$14 billion of flowers.

With Proflowers, you can offer your Web site visitors beautiful fresh cut flowers and specially designed arrangements that are shipped direct from the grower via FedEx Priority Overnight. A fully automated system provides a direct link between the grower and FedEx, and the savings are passed along to the consumer. Your Web site visitors will save between 30% and 40% compared with other flower sites on the Internet.

Proflowers is pleased to announce that bluemountain.com, the leading electronic greeting card site, has joined the Proflowers affiliate network.

What you need to join the Proflowers Affiliate Network:

1. Read our Affiliate Network Agreement.
2. Complete the online application.
3. If you're accepted, we'll send you all the information that you need to get started.

[Frequently Asked Questions](#)

[Application Form](#)

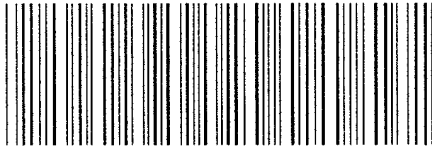
[Affiliate Network Agreement](#)

Proflowers has been awarded a three star rating (the highest possible!) from [Refer-It](#), a leading affiliate rating service.



FIG. 42

DOM
TRK#: [1 of1] Order#BJOHN1236000



CALIFORNIA NURSERY STOCK
CERTIFICATE FOR INTERSTATE AND INTRASTATE
SHIPMENTS
NO: A2251001

THIS PLANT MATERIAL OR NURSERY OR PREMISES FROM
WHICH THIS SHIPMENT WAS MADE HAS BEEN INSPECTED
AND FOUND FREE FROM ESPECIALLY INJURIOUS PLANT
PESTS AND DISEASE SYMPTOMS.
THIS SHIPMENT NEED NOT BE HELD FOR INSPECTION IN CA.
Issued By: Humboldt Country Agricultural and California
Department of food & AG.
1220 N. Sreet, Sacramento, CA 95814
CONTENTS-CUT FLOWERS
BOUQUET MIX

MON

Updated Order



ORDER: Christmas Wreath
Order#: BJOHN1236000 [1 of1]
Quantity: 1

Customer Service
Proflowers.com
5005 Waterridge Vista Drive
Second Floor
San Diego, CA 92121
1.800.776.3569

Ship Date: 2/12/01

FedEx

RELEASE #
6208951

TO: Brad Johnson
Proflowers
3975 Gloria Lane
Carlsbad, CA 92008 US
858.729.2756

TUE
Deliver By:
14FEB01

REF: Order#BJOHN1236000

TRK #

FORM ID: 0201

SYSTEM # 0008564 12FEB01

92008-CA-US

SJC

AA

A5 MRYA



Ship Date:
Ship To:

2/12/01
Brad Johnson
Carlsbad, CA 92008 US

1-800-PROFLOWers

Order#: BJOHN1236000

#BJOHN1236000

09847644 050201

44/44

FIG.43

Dear Andrea,
Happy Valentine's Day!!!
I guess today, as good as any other day, I'm
thanking ya for your friendship; you are truly
cherished. Johnny Korn



ORDER: Blue Irises [20IRIS ST]
Accessories: Fine Chocolates
Order #: ASULT0251000 [1 of 1]
Quantity: 1
Deliver By: 2/14/00
Ship To: Andrea Sltenfuss
Florida Fantasies (Can Come True)
3910 Irving Street - Harrison Building
Rm 0517/Box 0204
Philadelphia, PA 19104 US
Phone: 215-417-8067



SHIPPER'S FEDEX ACCOUNT NUMBER



From: Phone: (619)454-9850
Customer Service
ProFlowers
3160 UPPER BAY ROAD

FedEx

Federal Express

SHIP DATE: 14FEB00
CAD # 0061276
MAN WGT: 5 LBS.

DOM
TRK #: 472917938535
Order #: ASULT0251000
[1 of 1]

ARCATA CA 94010
To: Phone: (215)417-8067
ANDREA SULTENFUSS
FLORIDA FANTASIES (CAN COME TRUE)
3910 IRVING STREET - HARRISON BUILD
RM 0517/BOX0204
PHILADELPHIA PA 19104

PRIORITY OVERNIGHT
BILL THIRD PARTY

RELEASE#:
6208951

REF: ASULT0251000



DELIVERY ADD K833

TRK # 4729 1793 8535 PRIORITY OVERNIGHT

FORM ID: 0201

PHL

SF BBXA

801-PA-US

SPU
MON
A1

Deliver by:
14FEB00



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